

## WHAT IS CLAIMED IS:

1. A method for delivery of a chemical or biological entity to a tissue or cellular surface comprising:  
binding a molecule to said surface, wherein said molecule comprises at least one reactive group that reacts with groups present on said surface, and at least one signaling molecule; and  
attaching said entity to said signaling molecule by means of a recognition molecule, wherein said recognition molecule is specific for said signaling molecule.
2. The method of Claim 1, wherein said molecule further comprises a polymer that masks adhesive information inherent to the tissue or cellular surface.
3. The method of Claim 1, wherein said tissue is vascular tissue.
4. The method of Claim 1, wherein said reactive group binds ionically, covalently, non-covalently or through hydrogen bonding to said surface.
5. The method of Claim 1, wherein said reactive group is an ester, anhydride, isocyanate, aldehyde, tosylate, tresylate, epoxide or maleimide.
6. The method of Claim 1, wherein the reactive group is a cycloester, cycloanhydride or isocyanate.
7. The method of Claim 1, wherein the reactive group is N-hydroxy-succinimide.
8. The method of Claim 2, wherein the polymer is polyethylene glycol.
9. The method of Claim 8, wherein the reactive group is N-hydroxy-succinimide.
10. The method of Claim 1, wherein delivery is of a chemical entity.
11. The method of Claim 10, wherein said chemical entity is a pharmaceutical agent.
12. The method of Claim 11, wherein said pharmaceutical agent is an anti-thrombotic agent, an antimitotic agent, or a chemotherapeutic agent.

13. The method of Claim 10, wherein said chemical agent is a contrast or imaging agent.

14. The method of Claim 1, wherein delivery is of a biological entity.

15. The method of Claim 14, wherein said biological entity is a modified or unmodified cell.

16. The method of Claim 15, wherein said biological entity is a chemically modified cell.

17. The method of Claim 15, wherein said biological entity is a genetically modified cell.

18. The method of Claim 1, wherein delivery is of a viral vector, non-viral vector or naked nucleic acid sequence.

19. The method of Claim 1, wherein said signaling molecule/binding molecule combination is selected from biotin/avidin; ligand/receptor; antibody/antigen; primary antibody/secondary antibody; protein A/fc IgG1; and protein c/fc IgG1.

20. The method of Claim 1, wherein said delivery steps can be effected under conditions tolerable *in vivo*.

21. A tissue surface that has been modified by binding to the surface a molecule, wherein said molecule comprises at least one reactive group that reacts with groups present on said surface, and at least one signaling molecule.

22. A cellular surface that has been modified by binding to the surface a molecule, wherein said molecule comprises at least one reactive group that reacts with groups present on said surface, and at least one signaling molecule.